

[54] WATCH BAND DISPLAY PACKAGE

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[56] References Cited

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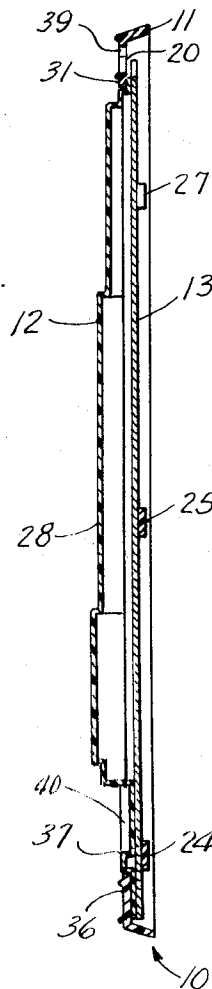
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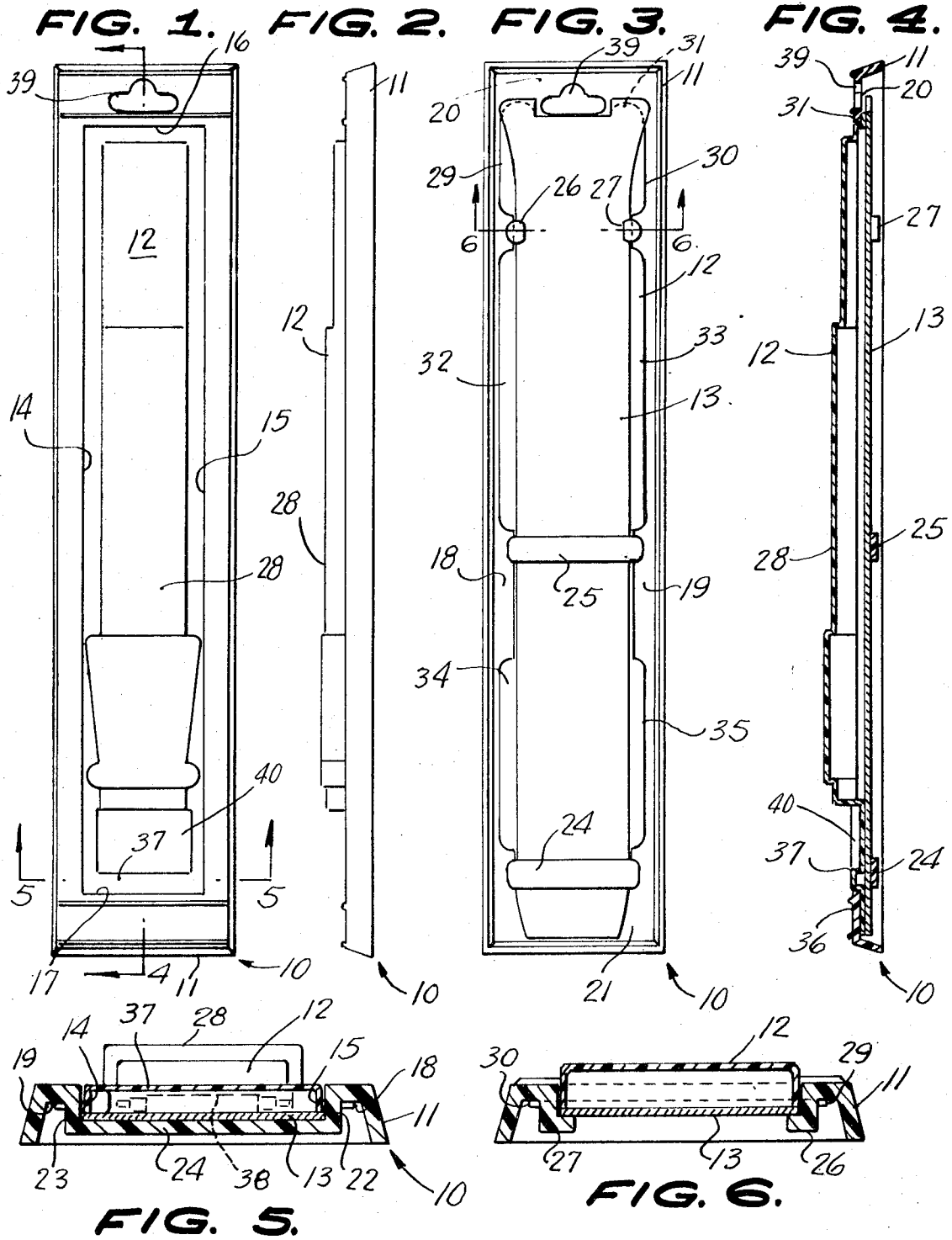
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[57] ABSTRACT

A watch band display package consisting of a generally rectangular injection molded frame section completely devoid of undercuts. A pressure molded transparent plastic section interlocks positively to the injection molded frame despite the absence of undercuts. A printed and die cut card member interlocks with the molded frame section and the transparent plastic section to secure and display the package contents. The watch band displayed in the package is secured in the molded transparent plastic section by the card element and can be easily removed and replaced for checking the fit to a watch and for close inspection by the prospective purchaser. A set of spring bars is retained in a portion of the transparent plastic cover which is positioned in contact with a cross bar to prevent the spring bars from being removed when the card is removed. The spring bars may only be removed from the transparent cover by forcibly removing the transparent cover from the frame.

4 Claims, 6 Drawing Figures





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WATCH BAND DISPLAY PACKAGE

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to display packages which are used for displaying watch bands individually and which permit the watch band to be removed from the package for trial.

2. Description of the Prior Art

Prior art watch band display packages of the type disclosed herein utilize undercut portions to secure the transparent cover to the frame and the card to the transparent cover and frame. Undercuts in an injected molded frame either require an extremely expensive mold with moveable parts or the undercuts must be produced by a cutting operation following the molding step.

SUMMARY OF THE INVENTION

The present invention includes an injection molded frame having no undercuts of any kind therein. A transparent plastic cover is positively interlocked with the frame and has a spring bar container associated with the cross bar in the frame to prevent the spring bars from becoming lost until the cover is forceably removed from the frame. A card interlocks with the frame and cover to secure the watch band within the transparent cover for display with the watch band being removeable upon removal of the card.

The primary object of the invention is to provide a watch band display package in which the injection molded frame, transparent cover and card are interlocked without the use of undercuts in the frame.

Other objects and advantages will become apparent in the following specification when considered in the light of the attached drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a top plan view of the invention;

FIG. 2 is a side elevation of the invention;

FIG. 3 is a bottom plan view of the invention;

FIG. 4 is a longitudinal vertical sectional view, taken along the line 4—4 of FIG. 1, looking in the direction of the arrows;

FIG. 5 is an enlarged fragmentary transverse sectional view, taken along the line 5—5 of FIG. 1, looking in the direction of the arrows; and

FIG. 6 is an enlarged fragmentary transverse sectional view, taken on the line 6—6 of FIG. 3, looking in the direction of the arrows.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring now to the drawings in detail, wherein like reference characters indicate like parts throughout the several figures, the reference numeral 10 indicates generally, a watch band display package constructed in accordance with the invention.

The watch band display package 10 includes a generally rectangular injection molded frame 11 having a transparent plastic cover 12 associated therewith. An elongate printed and die cut card 13 closes the underside of the cover 12 and is secured to the frame 11.

The frame 11 has a generally rectangular central opening formed therein delineated by side edges 14, 15 arranged in spaced apart parallel relation and connected by an end edge 16 at one end and an end edge

17 at the opposite end. When viewed from the bottom the frame 11 has a ledge 18 along one side edge thereof and a ledge 19 along the other side edge thereof forming a pair of surfaces which lie in the same general horizontal plane. The ledges 18, 19 join across the end at one end of the frame 11 in an end ledge 20 and connect to form an end ledge 21 at the opposite end thereof.

A pair of generally rectangular posts 22, 23 extend downwardly from the ledges 18, 19 adjacent the ledge 21 and have a generally rectangular cross bar 24 integrally secured thereto so that the upper face of the cross bar 24 is spaced below the surface of the ledges 18, 19, 20 and 21. A cross bar 25 identical to the construction of the cross bar 24 is arranged parallel thereto intermediate the opposite ends of the frame 11.

A pair of generally L shaped knobs 26, 27 are integrally formed in depending relation on the ledges 18, 19 respectively and are arranged in the same plane as the cross bars 24, 25 as can be seen in FIG. 4.

Neither the knobs 26, 27 nor the cross bars 24, 25 are undercut at any point nor is any other part of the frame 11 undercut.

The transparent cover 12 has an upstanding, shaped central portion 28 which is adapted to extend up through the opening in the frame 11 and to receive a watch band (not shown) therein. The shaped central portion 28 of the cover 12 has a pair of flanges 29, 30 which are adapted to engage the ledges 18, 19 respectively adjacent the ledge 20. A flange 31 is also formed on the portion 28 to engage the ledge 20.

A pair of flanges 32, 33 are integrally formed on the portion 28 lying in the same plane as the flanges 29, 30, 31 but spaced longitudinally from the flanges 29, 30 to provide space through which the knobs 26, 27 extend.

A pair of flanges 34, 35 are integrally formed on the portion 28 in the same plane as the flanges 32, 33 but spaced a substantial distance longitudinally from the flanges 32, 33 to provide space for the cross bar 25 and to permit the cover 12 to slide with respect to the frame 11 when partially disengaged therefrom. An elongate end flange 36 is integrally formed on the portion 28 lying in the same plane as the flanges 29, 30, 31, 32, 33, 34 and 35 with the end flange 36 having a width substantially less than the overall width of the flanges 34, 35 to permit the end flange 36 to engage under the cross bar 24 and against the end ledge 21.

A relatively narrow pocket 37 is formed in the cover 12 opening to the underside thereof to provide space for a pair of spring bars 38 normally sold with a watch band. The pocket 37 is arranged in the cover 12 to exactly overlie the bar 24 with the cover 12 assembled to the frame 11 to prevent the spring bars 38 from leaving the pocket 37 even when the card 13 is removed prior to forceably disengaging the cover 12 from the frame 11. The pocket 37 is delineated on one side by a generally rectangular recess 40 formed in the cover 12.

An opening 39 is provided in the frame 11 adjacent one end thereof to permit the package 10 to be hung from a display rack.

In the use and operation of the invention the end of the cover 12 having the flange 36 thereon is passed from the lower side through the large opening in the frame 11 between the hanger opening 39 and the cross bar 25. While undertaking this step in the assembly both the frame 11 and the cover 12 are handled with their undersides facing the assembler. The cover 12 is then rotated with respect to the frame 11 and is aligned

therewith with the flanges 34, 35 engaged over the ledges 18, 19 but with the flange 36 out of contact with the cross bar 24 and the ledge 21. In this position the spring bar pocket 37 is exposed prior to being slid under the cross bar 24. The flanges 34, 35 are engaged with the ledges 18, 19 by applying inward gentle pressure to permit them to pass through the opening in the frame 11 between the side edges 14, 15. Similarly the flanges 32, 33 are engaged with the ledges 18, 19. A pair of spring bars 38 are then placed in the pocket 37 still with the bottom side of the frame 11 and cover 12 facing upwardly. The cover 12 is then slid longitudinally in a direction toward the cross bar 24 so that the flange 36 thereof engages over the cross bar 24 and under the ledge 21.

Final engagement of the cover 12 is accomplished by snapping it below the knobs 26, 27 between the flanges 29, 30 and the flanges 32, 33 so that all of the flanges then are in engagement with the ledges 18, 19, 20 and 21.

The package 10 is now ready for loading with merchandise. The wrist watch band (not shown) is then inserted into the cover 12 from the bottom thereof and a printed and die cut card is slid into position endwise starting by placing the card under the knobs 26, 27 then sliding it toward the cross bar 24 so that it passes between the cross bar 25 and the frame 11. The card 13 is then slid further until it engages between the cross bar 24 and the frame 11 and finally engages under the ledge 21.

The card 13 is retained in its innermost position by friction and can be easily slid outwardly to expose the wrist watch band for inspection and trial without exposing the spring bars 38 to loss or damage. The card 13 may be moved inwardly and outwardly to expose the wrist watch band as often as it is necessary prior to final sale.

Having thus described the preferred embodiment of the invention it should be understood that numerous structural modifications and adaptations may be re-

sorted to without departing from the spirit of the invention.

I claim:

1. A watch band display package comprising an injection molded plastic frame devoid of undercuts and having a generally rectangular central opening formed therein, a pair of ledges extending along the underside of said frame along opposite sides of said opening with said ledges lying in the same horizontal plane, a pair of cross bars extending transversely of said frame and spaced below said ledges and integral therewith, said cross bars being arranged in spaced parallel relation to each other, a pair of oppositely disposed generally L-shaped knobs integrally secured to said frame in depending relation thereto and extending toward each other below said opening and spaced from said cross bars, said cross bars and said knobs lying in substantially the same horizontal plane, a molded transparent plastic cover including a plurality of oppositely extending flanges underlying and engaging said ledges, a pocket opening downwardly in said cover for carrying a pair of spring bars with said pocket overlying one of said cross bars in the assembled position of said cover and said frame, and an elongate printed card slidably engaged between said knobs and said frame and said cross bars and said frame to retain a watch band within said transparent cover.

2. A device as claimed in claim 1 wherein said frame has an end ledge at each end thereof connecting said pair of ledges and said cover has an end flange at each end thereof engaging with said end ledges.

3. A device as claimed in claim 1 wherein said printed card may be removed to release the watch band in said cover without releasing the spring bars in said pocket.

4. A device as claimed in claim 1 wherein means are provided on one end of said frame for suspending said frame from a display rack.

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